

Message Text

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FM AMEMBASSY DAR ES SALAAM

TO USIA WASHDC PRIORITY

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INFO AMEMBASSY NAIROBI

AMCONSUL ZANZIBAR VIA POUCH

C O N F I D E N T I A L DAR ES SALAAM 3134

USIAC

FOR IAA, IBS/PA, IPS, IMV, IOP

E.O. 11652: GDS

SUBJECT: TANZANIAN MEDIA

REF: DAR ES SALAAM 3074

INTRODUCTION AND SUMMARY. REFTEL REPORT OF POSSIBLE NYERERE REQUEST FOR US ASSISTANCE IN ESTABLISHING TV ON MAINLAND IS ANOTHER INDICATION OF HIGH LEVEL REVIEW OF THE STATE OF TANZANIA'S MEDIA. IN ADDITION TO DESIRE TO UPGRADE AND EXPAND COMMUNICATIONS FACILITIES, WE HAVE BEEN MADE AWARE IN WEEKS PRIOR NYERERE VISIT TO US OF GROWING OFFICIAL DIS-SATISFACTION WITH UNPROFESSIONAL AND INEFFICIENT OPERATIONS OF LOCAL MEDIA. END INTRODUCTION AND SUMMARY.

1. TANZANIAN PRESS NOMINALLY GOVERNMENT VOICE BUT LOOSE MANAGEMENT AND SPOTTY JOURNALISTIC SKILLS DO NOT ALLOW GOVERNMENT FULL CONTROL. RESULT IS NEWS OFTEN REPORTED AND INTERPRETED ACCORDING TO POLITICAL PROPENSITY AND JOURNALISTIC SKILL (OR LACK CONFIDENTIAL

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THEREOF) OF INDIVIDUAL WRITER. RESULT MAY OR MAY NOT ACCURATELY REFLECT GOVERNMENT THINKING. EXAMPLE: HIGH RANKING ADVISOR TO STATE HOUSE TOLD CAO THAT IMPORTANCE NYERERE ATTACHED TO PRESIDENT CARTER'S NOTRE DAME SPEECH IN NO WAY REFLECTED IN LOCAL PRESS, WHICH GAVE MEAGRE COVERAGE AND MISSED SIGNIFICANCE.

2. TANZANIA THIS MONTH ASKED UNESCO TO HELP UPGRADE ITS

JOURNALISM SCHOOL AND HAS BEEN ASKED IN REPLY TO SUBMIT FORMAL
AID REQUEST.

3. SAMMY MDEE, NYERERE'S PRESS SECRETARY AND FORMER EDITOR
ENGLISH LANGUAGE DAILY NEWS, RECENTLY TOLD ACTING PAO AND
IO THAT:

A) USIA WAS ASKED TO DO FILM ON NYERERE VISIT IN PART BECAUSE OF
INADEQUACIES OF OWN FILM MAKING EFFORTS. SAID FILM CREW ON
ANOTHER NYERERE VISIT TOOK 10 MONTHS TO PRODUCE USABLE FILM.

B) DURING NYERERE US VISIT, USIS DAR ITSELF SHOULD DISTRIBUTE ITS
FILMS, TAPES, PHOTOS AND RELEASES DIRECTLY TO RADIO AND TV RATHER
THAN FOLLOWING OFFICIAL PROCEDURE OF GOING THROUGH TANZANIAN
NEWS SERVICE (SHIHATA) WHICH HE SAID, WOULD TAKE FOREVER TO DO
WHATEVER IT WOULD UP DOING.

4. FRANK P. MWANJISI, PRINCIPAL SECRETARY, MINISTRY OF INFORMATION,
WHEN INFORMING US THAT NYERERE MIGHT BRING UP QUESTION OF
US HELP FOR MAINLAND TV (REFTEL), MADE FOLLOWING OTHER POINTS:

A) THE MINISTRY OF INFORMATION, ALONG WITH OTHER MINISTRIES, HAD
SUPPLIED NYERERE WITH BACKGROUND PAPERS ON SPECIAL NEEDS. MINFO
STRESSED NEED FOR MAINLAND TV AND FILM MAKING CAPACITY.

B) MWANJISI HIMSELF DETERMINED TO SET UP LONG RANGE PROGRAM FOR
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UPGRADING QUALITY OF MEDIA IN TANZANIA.

C) HE INTERESTED IN EXPLORING FACILITIES FOR TRAINING JOURNALISTS
IN US AND IN PURSUING THIS AS PARTICIPATE IN CU SPONSORED
MEDIA-GOVERNMENT PROGRAM JANUARY IN WASHINGTON.

D) HE ESPECIALLY INTERESTED IN GOVERNMENT-RUN MEDIA, HOW VOA
HANDLES TWIN DEMANDS OF JOURNALISM AND DIPLOMACY, PARTICULARLY
POLICY MECHANISM.

5. REQUEST BY PAUL SOZIGWA, DIRECTOR OF RADIO TANZANIA, FOR
LOAN OF VOA TAPE RECORDING EQUIPMENT DURING HIS COVERAGE
OF NYERERE US VISIT INTERPRETED HERE MORE A REFLECTION OF
UNRELIABILITY OF LOCALLY MAINTAINED EQUIPMENT THAN STATED
REASON OF CONVENIENCE.

6. AMSPEC DR. SINGER BUCHANAN, ASSOCIATE PROFESSOR OF BROADCASTING,
BOWLING GREEN STATE UNIVERSITY, PROGRAMMED BY USIS
AT ZANZIBAR TV, FIRST VIEWED WITH OFFICIAL SUSPICION BUT AFTER
PROVING EXPERTISE, WAS INVITED TO RETURN FOR EXTENDED PERIOD.

7. IO APPROACHED BY SECOND SENIOR EDITOR/ADMINISTRATOR AT

SHIHATA FOR ADVANCED TRAINING IN INTERNATIONAL PRESS AGENCY
OPERATION TO MAKE UP FOR PROFESSIONAL INADEQUACIES.
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Message Attributes

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